

Serial No. 10/040,759  
Amdt. dated November 23, 2004  
Reply to Office Action of July 23, 2004

Docket No. K-0369

**REMARKS/ARGUMENTS**

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1-4, 6-13 and 15-44 are pending in the present application. Claims 1, 10, 18 and 31 have been amended, claims 5 and 14 have been cancelled by the present amendment and claims 41-44 have been added by the present amendment.

In the outstanding Office Action, claims 1-5, 10, 13 and 14 were rejected under 35 U.S.C. § 102(e) as unpatentable by Chern et al.; claims 31, 32, 36, 37 and 40 were rejected under 35 U.S.C. § 102(e) as unpatentable over Ludwig; claims 6-9, 11, 12, 15-17, 18-22, 33-35, 38 and 39 were rejected under 35 U.S.C. § 103(a) as unpatentable over Chern et al. in view of Kesanupalli; and claims 23-30 were allowed.

Applicant thanks the Examiner for the indication of allowable subject matter.

Claims 1-5, 10, 13 and 14 stand rejected under 35 U.S.C. § 102(b) as anticipated by Chern et al. This rejection is respectfully traversed.

Independent claim 1 has been amended to include subject matter similar to that recited in dependent claim 5 and to recite that the received inherent number of the base transceiver station is matched with a previously stored electronic map of a service area of the base transceiver station. In particular, independent claim 1 is directed to a method of providing a position-matched information service including searching a database of

information for content corresponding to a current location of a mobile terminal determined by location tracking when information content is requested by the mobile terminal, and transmitting the searched content to the mobile terminal. Further, the location tracking includes receiving an inherent number given to a base transceiver station controlling the mobile terminal and a tracking location of the mobile terminal from a network providing the mobile terminal with a mobile communication, and matching the received inherent number of the base transceiver station with a previously stored electronic map of a service area of the base transceiver station. The location tracking also determines a place coinciding with the tracking location of the mobile terminal on the electronic map as the site of the mobile terminal. Independent claim 10 includes similar features in a varying scope.

Thus, according to the present invention, a server 90 (see Figure 1) of an information service providing network stores electronic maps for the respective service areas of the base transceiver stations 20, 30 of a mobile communication network according to an inherent number assigned to the base transceiver station (see also page 13, paragraph [59] and step 5 in Figure 2 and the corresponding description in the specification). Therefore, assuming the mobile terminal is under control of a base transceiver station 20, for example, the electronic map corresponding to the respective area for the base transceiver station 20 may then be retrieved and the tracking location of the mobile terminal is used to locate a specific point of interest on the map corresponding to the respective base station controller. That is, a map of

Serial No. 10/040,759  
Amdt. dated November 23, 2004  
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Docket No. K-0369

the service area for each base transceiver station is previously stored and then can be conveniently used to find the information requested by the mobile terminal using an inherent number of the base transceiver station. In addition, if a new base transceiver station is added, for example, the system of the present invention can be easily modified without significant re-development of software, for example. That is, the system could be modified to include an additional map corresponding to the new base transceiver station.

On the contrary, in Chern et al., a position determination system 134 is included within the hands free unit 132 and the position of the hands free unit is then transmitted to the server 136 (see Figure 2, for example). The position determination 134 determines the location in terms of parameters such as latitude, longitude, height, speed of travel, etc. In one example, the position determination system 134 is implemented using a global position determination system (see paragraph [0040].) Chern et al. does not teach or suggest advantageously storing electronic maps of service areas of each respective base transceiver station that can be retrieved using an inherent base transceiver number.

Accordingly, it is respectfully submitted independent claims 1 and 10 and each of the claims depending therefrom patentably define over Chern et al.

Claims 31, 32, 36, 37 and 40 stand rejected under 35 U.S.C. § 102(e) as unpatentable over Ludwig. This rejection is respectfully traversed.

Similar arguments apply to independent claim 31 as discussed above. In particular, independent claim 31 has been amended to recite that the service server stores electronic maps for respective service areas of the at least one base station according to an inherent base station number assigned to the at least one base station. Thus, the electronic map of the respective service area may easily be retrieved using the inherent base station number, and then the current tracking information may be used to further define the point of interest on the map. As noted above, with this feature, the system of the present invention may be easily modified without significant re-development of software/hardware. Further, because the service areas under control of the base stations are generally smaller than an entire city, for example, the system of the present invention is able to process smaller portions of map data and thereby quickly find the result necessary by using the respective base station number and the stored electronic map of a corresponding service area for the retrieved base station number.

Ludwig also does not teach or suggest these features. Rather, Ludwig merely teaches using cell Ids from a plurality of cells (See Figure 3, for example) to determine the location of the mobile station. The location of the mobile station is then used by an external worldwide web processor. However, Ludwig does not teach or suggest storing maps of service areas of base stations according to an inherent base station assigned to the base station.

Serial No. 10/040,759  
Amdt. dated November 23, 2004  
Reply to Office Action of July 23, 2004

Docket No. K-0369

Accordingly, it is respectfully submitted independent claim 31 and each of the claims depending therefrom patentably define over Ludwig.

Claims 6-9, 11, 12, 15-17, 18-22, 33-35, 38 and 39 stand rejected under 35 U.S.C. § 103(a) as unpatentable over Chern et al. in view of Kesanupalli. This rejection is respectfully traversed.

Independent claim 18 has been amended similar to that discussed above with respect to independent claims 1 and 10. As discussed above, Chern et al. does not teach or suggest these features. Further, it is respectfully submitted Kesanupalli also do not teach or suggest these features. Therefore, it is respectfully requested this rejection also be withdrawn.

In addition, new dependent claims 41-44 have been added to set forth the invention in a varying scope and Applicant submits the new claims are supported by the originally filed specification. In particular, new claims 41-44 correspond to step S130 and the following steps in Figure 4, for example. It is respectfully submitted new dependent claims 41-44 further define over the applied art.

In addition, the specification has been amended to correct minor informalities. No new matter has been added.

Serial No. 10/040,759  
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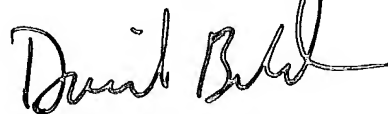
Docket No. K-0369

### CONCLUSION

In view of the foregoing amendments and remarks, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney, David A. Bilodeau, at the telephone number listed below.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
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